

3 Incredible Tips to Get a Horde of Leads via Email Marketing

Do you have a wish to get your hands on a horde of leads? Yes! You definitely want to take your business forward and stand out from the competition, right? If you have already tried your hands at the lead generation process, you may have already found that it isn't easy. Here, the move that can do the trick for you is joining forces with prestigious lead generating companies.

This can really do wonders for you because specialised lead generation service providers always make sure that their clients never come across the hassle of half-filled sales funnel. Besides this, they also guarantee a faster lead conversion rate, which as a positive consequence, leads to phenomenal business growth.

Don't want to take external help? Willing to generate leads on your own via email marketing? Here are some points that must be on your checklist:

1. Strive to educate potential customers

To generate a horde of leads through email marketing, you must put high-quality content in your lead generating emails to educate prospects about how your products or services are going to help. It is important because if you don't explain how your products/services will benefit, you sent lead generating emails will be good for nothing.

Customarily, organisations handling the process of lead generation don't put quality content in their lead generating emails, which as a negative aftereffect, leads to undesired results. It goes without saying, unavailability of leads in the sales funnel leads to poor productivity.

Put simply, you can generate a throng of leads if you know how to keep email open rate high. Thus, never compromise with the quality of email content if you want to fill the sales funnel filled with qualified leads.

2. Make subject lines enticing

You may already familiar with one old adage — 'Never judge a book by its cover.' Well, this proverb doesn't fit right in the email marketing world. Why? Because, prospects, while skimming through messages, open only those emails that have compelling subject lines. That's why creating captivating subject lines is instrumental to reap benefits via email marketing.

Oftentimes, organisations handling lead generation process take the significance of enticing subject lines for granted, thereby, they encounter unnecessary hassle while loading the sales funnel. If industry reports are to be believed, 60% of emails get deleted without even being read because of lacklustre subject lines.

After being acquainted with this fact, there should be no more doubts why developing tempting subject lines is fundamental. Here are some tips to take into account to come up with amazing subject lines:

- Keep subject lines short (60 to 80 characters).
- Avoid using jargons or technical words while creating subject lines.
- Make subject lines relatable to email content.

Are you facing trouble while generating leads, even after creating salient subject lines? You should get in touch with one of the best [lead generating companies](#).

3. Place CTA buttons properly

Playing your cards right has always been the key to generating the desired number of leads. This means businesses should take care of every small aspect while running lead generating campaigns. Here, nothing is better than perfectly placing CTA (call to action) buttons.

By virtue of CTA buttons, potential customers can easily access more information related to products and services. However, if multiple CTA buttons get placed close to each other, this may cause confusion to potential customers, which, in turn, may result in poor lead results.

Therefore, it is significant for companies to place CTA buttons properly while sending lead generating emails. Here are some tips that would help regarding the same:

- Put one CTA button above the fold.
- Add one CTA button in the body.
- Place one CTA button below the fold.

All in all, be smart while placing CTA buttons. Or you can cut all the hassle by simply availing services from lead generating companies.